

Charting New Security System Frontiers for the Residential Market

Videolarm cameras and accessories in residential applications

Once limited to the ultra rich, recent advances in CCTV systems and DVRs have made its application in the home environment more feasible and affordable. Residential developers can now offer CCTV systems as an option in new construction, with the costs being bundled into the mortgage payment. These advances, combined with the capability to view images captured from the system anytime from any web-enabled computer, are projected to spur more growth for use in the home market.

One example of CCTV in a residential application involves “Terraces”, a 48-unit sophisticated townhouse development located near Boston, Mass, developed by Eastland Homes. These \$1.2 million to \$2.5 million townhouses feature the latest advancements in technology and convenience.



A clear warning is posted that the Videolarm PT55 is on guard as construction continues on Eastland Townhouses

The developer chose SecurePro Networks, a Massachusetts-based electrical and security contracting firm, to provide direction in installing a state-of-the-art security system for the development. Obstacles included lighting covenants. High wattage lighting was prohibited. Secondly, cameras would need to stand up to the wind, water, and dirt associated with rugged construction conditions.

SecurePro Videolarm’s PT55 cameras with infrared (IR) capability throughout the development, tying them via software in the DVR system at the head end to an Internet connection, allowing viewing from remote locations 24/7. The PT55 offered them an outdoor pan/tilt day/night camera with 355 degree pan capability, 25x zoom, and 470 TV lines of resolution, with image stabilization. A dustproof housing was utilized for the rugged conditions and included a heater/window defroster feature. The day/night feature adjusts to conditions as it begins to get darker and switches from color to B/W in low light conditions. Infrared illuminators also from Videolarm were used in place of high candlepower lights that disturb neighbors.



Infrared illuminators are used to enhance the ability of the camera to keep watch day and night.

“CCTV was the perfect low maintenance solution for Eastland Homes and the Videolarm product line offered us unique features which were much needed in this installation,” said Abe Schryer, president SecurePro Networks. “This project was ideal in that we were able to integrate the security solution very early on, helping to keep the property safe and secure throughout the construction process.”

Initially, the cameras were there to protect the property against theft, vandalism and unauthorized access to the property, but Eastland discovered more value. “After the cameras were installed, we realized that the always on Internet connection opened up entirely new access for us, permitting us to monitor progress on the development from remote locations, check on the construction site 24/7 and hold subcontractors accountable for their actions and adherence to building timelines,” said Paul Germano, project manager, Eastland Homes, for the Terraces project. “Accountability has moved up a notch, as we are able to monitor all activity on the property—virtually eliminating theft, vandalism and other problems commonly associated with insecure construction sites.” In addition potential homeowners are connecting with the added sense of security.



The PolEvator allows equipment such as the PT55 to be easily serviced and maintained with minimum expense

Another integral component to the system was the patented PolEvator™ developed by Videolarm. The only raising and lowering pole available in the security market, the PolEvator requires only an adjustable torque variable-speed drill, controlled by a single technician, to raise camera equipment up to 21 feet and lower to ground level. No heavy bucket trucks are needed when maintenance or camera adjustment is required; meaning the risk of damaging or interfering with landscaping or underground pipes and water mains is minimized. Besides ease of maintenance, the PolEvator offers unmatched surveillance capabilities, decreasing the number of cameras needed. Because the pole enables a camera to be mounted away from the structure the camera can capture images from a full field of vision. The camera can scan, pan, and tilt a full 360 degrees without being impeded by walls, roofs, fences, or other structures. A pole stationed at the front perimeter of a property helps to secure the entrance and approaches to the building. In a gated community, PolEvators can provide an extra layer of security for residents and guests.

For more information on Videolarm security cameras and housings, please visit www.videolarm.com. For additional information on SecurePro Networks, visit www.securepronetworks.com